

Hollywood  
Property Owners  
Alliance  
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Avison Young

John Lyons  
Vice President  
Avalon Hollywood

Drew Planting  
Treasurer  
GPI

Jan Martin  
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Joseph D'Amore  
CRC Entertainment

Mark Echeverria  
Musso & Frank Grill

Michael Gargano  
Argent Ventures, LLC

David Green  
Nederlander  
West Coast

Chad Lewis  
Klein Financial

Don Mushin  
Hollywood Toyota

Frank Stephan  
Clarett West  
Development

Mark Stephenson  
Hollywood United  
Methodist Church

Monica Yamada  
CIM Group, Inc.

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Kerry Morrison  
Executive Director



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October 31, 2014

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: Third Quarter Report, July 1 2014 through September 30, 2014

As is required in our Agreement with the City of Los Angeles, I am submitting our Third Quarter Report to summarize key activities of the Hollywood Entertainment District.

#### I. Operational Issues

- The board held a planning retreat on July 24, 2014, in lieu of their regular meeting. The retreat was held at a new residential complex, Eastown. The board worked through a set of strategic work objectives in four categories: Safe Hollywood Nights, Public Space Management & Long Term Planning Initiatives, Safe Hollywood Sidewalks and Stakeholder Engagement & Communications.
- The ad-hoc Insurance Working Group identified a new broker to work with, and the board authorized a "broker of record" letter with A.J. Gallagher & Co at their July meeting.
- The annual All Property Owners Meeting was held on August 6, 2014 at Emerson College. This was a joint meeting with the Sunset & Vine BID, for the second year in a row. The staff presented around the theme of: "Exploring the Micro-Neighborhoods and Macro-Trends." About 150 people attended.
- An ad-hoc Finance Committee was formed, consisting of Treasurer Drew Planting, and board members Monica Yamada and David Green. They tackled the situation faced by the delinquent public parcels, most notably MTA and the State of CA Judicial Council. Staff was asked to contact MTA to rectify the situation with the MTA parcels, and the board authorized a letter to be sent to the State Controller seeking four years of back payments on the state-owned courthouse property at 5925 Hollywood Blvd (amounts to over \$42,000).
- The Nominating Committee, consisting of Frank Stephan, Don Mushin and Tej Sundher, met during this time and announced a slate of seven candidates. Five candidates will return for three year terms: John Tronson, Monica Yamada, David Green, Jan Martin and Chad Lewis. New faces will be Darcy Judd and Brian Johnson.

## II. Security

- Morrison reported that research continues on the option of creating "donation stations" as alternatives to panhandling in the BID. The Council office has arranged for the donation of 12 parking meters for this effort. The Security Committee is taking the lead on this effort.
- At the September Security committee meeting, a representative from the ACLU visited and gave a presentation on the important of diverting mentally ill offenders from the jail system to community treatment. The board authorized a letter to be sent to Supervisor Yaroslavsky indicating support for this concept.
- Third quarter statistics are as follows:

Category	Q3	Year to Date
Arrests	127	659
Radio Calls	438	2254
Business Contacts	4,580	19,079
Citizen Contacts	2,793	12,026
Homeless Referrals	198	736

## III. Streetscape and Planning

- Though not part of the HED, staff kept the Hollywood board informed about the situation involving the vandalism of nearly 50 brand new planted trees along Vine Street. All tree planting will be put on hold until this suspect is caught.
- Plans were underway for the re-landscaping of the LaBrea median with drought tolerant plants. This will occur in Q4.
- Staff is working with Mayor's staff on the concept of a Mobility Summit for late 2014 or early 2015.
- A 30-day notice to vacate the Selma/Cherokee lot, where Clean Street has parked its vehicles for 14 years, was issued in September. Staff is appealing to the community for alternative spaces. Lease negotiations continue to take over space at the Cherokee parking lot, on Cherokee, where Hollywood Beautification team used to have their office.

**IV. Marketing and Communications**

- Staff and consultants, Haines & Co, spent this quarter developing a set of “infographics” that will documents trends and bright spots/good news emanating from the BID. They will be available for distribution in Q4.
- A special blogger tour was arranged for Travel Age West in September. A haunted Hollywood blogger tour was organized on September 20, 2014.
- Sales were underway for the 2015 Visitors Guide, and it will feature a new cover design to conform to branding images associated with the BIDs new website.
- A meeting to discuss the concept of a Hollywood music festival was held on July 17, 2014; however this idea seems to have lost traction as the quarter progressed.

**V. Other**

- The governor signed AB 2618, the bill which clarifies general v. specific benefits, supported by the CA BID Alliance.
- On July 9, 2014, a meeting with Dr. Lucy Jones was organized in the BID office, where owners with concrete buildings were invited, to have a dialogue about what the city is considering with respect to retrofit of older buildings.

## Hollywood Property Owners Alliance

### Annual Limits & Year-To-Date Totals Quarter Ending September 30, 2014

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	3,495,099	3,216,184	1,347,739			
City Fees	34,951		-	35,182	-	
Contingency	57,391		8,724	8,850	48,541	
Administration	216,048		39,570	122,460	93,588	
Security	1,633,020		428,197	1,180,108	452,912	Quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Maintenance	1,103,946		342,689	835,541	268,405	Quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Personnel	405,097		95,033	285,697	119,400	
ED&C Marketing	119,639		23,871	76,453	43,186	
<b>TOTAL</b>	<b>3,570,092</b>	<b>3,216,184</b>	<b>938,085</b>	<b>2,544,292</b>	<b>1,026,032</b>	

**Other income (not included above):**

DWP Grant	5,000.00
Prior year(s) assessment income received	30,483.66
Assessment penalties income	9,682.50
Interest-LA city	3,651.46
Interest-other	218.81
<b>Total other income as of September 30, 2014</b>	<b>49,036.43</b>

**Other expense (not included above):**

DWP Grant Expense	4,000.00
<b>Total other expense as of September 30, 2014</b>	<b>4,000.00</b>